

Alaska Airlines request to fly LAX Mexico City

The Honorable Norman Mineta Secretary U.S. Department of Transportation 400
Seventh Street SW

Washington DC 20590 Dear Secretary Mineta, I am writing as an employee of Alaska Airlines to

express support for our application to be granted authority to serve the Los Angeles-Mexico City

route. Alaska's plan to offer 2 daily nonstop round trip flights between Los Angeles and Mexico

City will provide a much needed enhancement in access to Mexico's capital. For several reasons,

I believe Alaska is uniquely qualified to competitively serve this market and is the best

candidate to fill this vacant route designation. Alaska's new Mexico City service will bring

greater convenience and new competitive alternatives to tens of thousands of leisure and

business travelers up and down the West Coast. As both the leading Los Angeles-Mexico and West

Coast-Mexico carrier, Alaska is perfectly positioned to build on the strength of its existing

market presence. Alaska's success in becoming the leading West Coast-Mexico carrier is largely

attributable to Alaska's superior north-south West Coast route system, which extends from Mexico

through 35 cities in California, Oregon, Washington, Idaho and Alaska, plus 38 western points

served by Alaska's sister carrier Horizon Air. No other carrier has a comparable West Coast

network that is as ideally positioned to support multiple daily Los Angeles-Mexico City flights.

Additionally, Alaska's new entrant status at Mexico City provides the greatest incentive to

maximize competition in the Los Angeles-Mexico City market. Alaska is the only applicant that

does not serve Mexico City. Every other applicant already serves Mexico City from its principal

hub and, in some cases, from multiple hubs. Moreover, Mexico City represents a key addition to

Alaska's international route system. While Alaska is the leading U.S. West Coast-Mexico carrier,

our Mexico service is almost entirely in leisure markets that are highly seasonal in nature. In

sharp contrast, the Los Angeles-Mexico City route represents the largest year-round U.S.-Mexico

market, making it an appropriate addition to Alaska's route network. Most importantly from my

perspective as an employee, allowing Alaska Airlines to fly to Mexico City from LAX will best

serve the public interest because of the award-winning customer service we will provide. We

live our values of Alaska spirit, resourcefulness, integrity, professionalism and caring every

day as we serve the traveling public. Please allow us the opportunity to offer our unique

customer service to travelers between the West Coast and Mexico City by granting Alaska Airlines the route authority as described above. Thank you for your consideration.
Sincerely, Patrick
Shanafelt